

King County Parks **Your**  
**Big Backyard**



2006  
Second Quarter Report  
Parks Omnibus Ordinance Report  
to the King County Council  
January - June, 2006

## Highlights of the Second Quarter

- ❖ Second quarter business revenues are 27% higher than the same period last year. This is primarily due to enterprise and entrepreneurial revenues from the Partnership for Parks Initiative.
- ❖ Highlights from the Partnership for Parks Initiative include **\$550,600 of new revenue** from Cirque du Soleil .
- ❖ WKCAC hosted the Special Olympics of Washington Regional and State Championships (April and June) and the US Synchronized Swimming National Age Group Championships (June 23 – July 1).
- ❖ Outdoor pools at Cottage Lake and Vashon Island served over 10,000 patrons (combined) in June and July.
- ❖ The Snoqualmie portion of Three Forks Natural Area transferred to the City of Snoqualmie and the Slough House Park transferred to Redmond.
- ❖ Almost 2,127 volunteers spent over 10,400 hours on park maintenance efforts including restoration projects, trail projects, greenhouse nursery work, invasive removal and teen recreation programs.

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## Parks & Recreation Division 2006 Second Quarter Report

### Introduction

The Omnibus Parks Ordinance (Ordinance 14509), adopted November 18, 2002, by the King County Council, included this reporting requirement for the Parks and Recreation Division:

"The division shall provide a written report to the council, filed with the clerk of the council, at least four times each year, by March 15, June 15, September 15, and December 15, and more frequently as directed by the council by motion, regarding the execution of the division's duties and responsibilities as established in K.C.C. 2.16.045.E. Following transmittal of each written report, the division shall also make an oral presentation to the council. The written reports and oral presentations shall include, but shall not be limited to, information as to the division's efforts in:

- A. Meeting revenue targets under section 7 of this ordinance;*
- B. Implementing entrepreneurial strategies including advertising, leasing and concession agreements;*
- C. Pursuing gifts, bequests and donations, including the value and sources of gifts, bequests and donations received;*
- D. Developing agreements with other organizations to provide recreation services;*
- E. Transferring parks and recreation assets within incorporated areas or potential annexation areas to cities; and*
- F. Community outreach and involvement."*

This is our fourth year of reporting on the accomplishments of the Division. Quarterly reports were transmitted for each quarter in 2003, 2004, 2005, and now, for 2006. This year is also the third year of the Parks Levy fund, approved by the voters in 2003 with collections to run from January 1, 2004 through December 31, 2007.

We have refined and restructured the Quarterly Report to correspond to the Ordinance requirements more directly. We welcome your ideas and input. Please do not hesitate to contact Kevin Brown or Tom Koney of the King County Parks and Recreation Division at 206-296-8687 if you have any questions or suggestions.

## Revenues - Summary

### Parks & Recreation Division Revenues

Total Adopted Revenues, 2006	\$ 20,634,369
Total Actual Revenues, 2005	\$ 20,377,066

### Second Quarter - Business Revenues Only

Levy funds, interest earnings, interfund transfers and similar revenues that are not within the control of the Division are excluded from this total.

### Actual Business Revenues<sup>1</sup> (includes user fees & enterprise/entrepreneurial revenues)

January 1 - June 30, 2006	\$2,582,889
January 1 - June 30, 2005	\$1,880,672

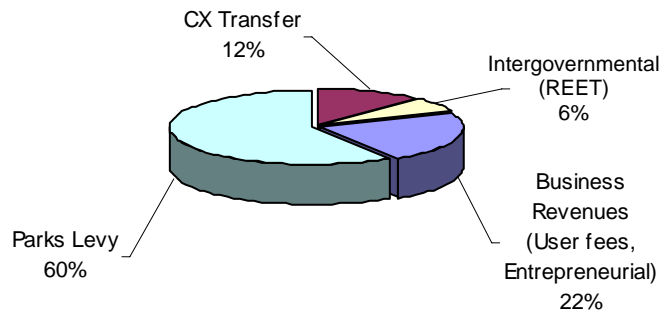
Second quarter total business revenues in 2006 were higher than the same period in 2005, due primarily to increases in enterprise/entrepreneurial revenues, including revenues from the Trails Wayfinding Kiosk partnership with Starbucks, Cirque du Soleil and concerts at Marymoor Park.

Even with a reduced asset base (due to transfer of facilities), business revenues still comprise about 22% of the total Parks Revenue budget, the same percentage as in 2002, at the beginning of the Business Plan (see charts, following page). The ensuing period has seen transfers of facilities, mostly pools, which generated over \$2,000,000 in revenues. The business revenue forecast on the remaining assets has risen from a total of about \$2.3 million in 2002 to over \$4.6 million in the 2006 adopted budget.

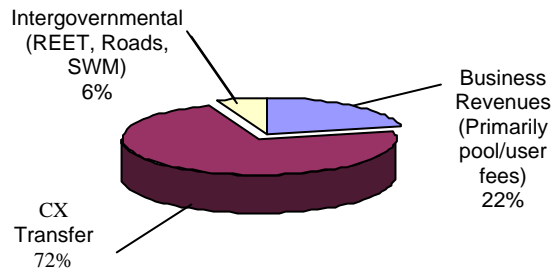
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<sup>1</sup> Based on ARMS financial reports.

### 2006 Adopted Revenues - \$20.6M



### 2002 Adopted Revenues - \$26M



## Expenditures – Summary

### Parks and Recreation Division Expenditures

2006 Adopted Expenditures	\$20,888,426
2005 Actual Expenditures <sup>2</sup>	\$19,372,702
2005 Adopted Expenditures	\$20,534,400
2005 Revised Expenditures <sup>3</sup>	\$20,390,311

### Second Quarter 2006 - Actual Expenditures

January 1 - June 30, 2006	\$9,686,480
January 1 - June 30, 2005	\$9,079,130

With half of the year having passed, expenditures were 46% of the Division's annual expenditure budget. This expenditure pattern is in line with historic business trends.

In 2005, the Division underexpended its budget by around 5%. This underexpenditure reflected the Division's deliberate attempt to be frugal, given the uncertain nature of business revenues and the need to build a prudent fund balance. In January 2004, the Division began with a fund balance of zero, but the fund balance in the levy fund now achieves the financial planning target. The Division continues to look for ways to increase efficiencies and control expenditures. However, in 2006 the Division intends to more fully expend its appropriated budget on maintaining and operating parks and facilities, now that it has achieved its target fund balance.

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<sup>2</sup> 2005 figures are per 2005 CAFR.

<sup>3</sup> Reflects automated carryover and disappropriations in the 1<sup>st</sup> and 2<sup>nd</sup> Quarter Omnibus Ordinances.

## Revenues - Implementing the Business Plan Key Business Units, First Quarter Review

### Marymoor Park



### Marymoor Business Unit

	2006 thru Q2	2005 thru Q2	Change (\$)	Change (%)
<b>Revenues</b>				
<b>Traditional</b>				
Rev - facilities	\$ 15,287	\$ 25,205	\$ (9,918)	-39%
Rev - fields	\$ 79,958	\$ 159,953	\$ (79,996)	-50%
<b>Non-Traditional</b>				
Rev - parking	\$ 183,403	\$ 204,648	\$ (21,245)	-10%
Rev - campground	\$ 374	\$ 165	\$ 209	
Rev - concerts	\$ 21,618	\$ 21,004	\$ 614	
Rev - concert tickets	\$ 3,150	\$ 668	\$ 2,482	
Rev - Subway	\$ 7,411	\$ 6,413	\$ 998	
Rev - Pet Garden	\$ 750		\$ 750	
Sponsors/concessions	\$ 15,928	\$ 7,103	\$ 8,825	124%
MSN WiFi		\$ 75,000	\$ (75,000)	
Cirque	\$ 552,600		\$ 552,600	
Naming rights	\$ 105,000	\$ 105,000	\$ -	0%
<b>Revenues - Total (rounded)</b>	<b>\$ 985,000</b>	<b>\$ 605,000</b>	<b>\$ 380,000</b>	<b>63%</b>
<b>Expenditures (rounded)*</b>	<b>\$ 846,000</b>	<b>\$ 593,000</b>	<b>\$ 253,000</b>	<b>43%</b>

\*Expenditures include only direct costs, and do not include maintenance labor loaned in from other work units ("loaned in labor"). In the year-end (4th Quarter) report, annual expenditures will be reported along with annual revenues, and compared against the cost-recovery targets established in Ordinance 14509.



## Second Quarter Highlights include:

- ❖ Overall, revenues at Marymoor are up over 40% from the first half of last year, primarily due to Cirque du Soleil. Cirque du Soleil's blue and gold big top dominated the scenery at Marymoor Park during the second quarter of 2006. Marymoor hosted the world famous traveling troupe performing *Varekai* at the new Recreation and Event area. Fifty-three performances brought over 124,000 visitors to Marymoor Park May 3-11. Facility rental and parking fee revenues related to Cirque du Soleil totaled \$552,600. Regular park users were pleasantly surprised by how little the show impacted their day-to-day use of the park.
- ❖ Cirque du Soleil representatives told the Seattle Times that the show at Marymoor Park was the highest grossing show of its' North America tour. A return visit by Cirque du Soleil is already in discussion for 2008.
- ❖ Field rental revenues were down about 50% from last year, primarily due to closure of the all-weather soccer fields for conversion to artificial turf in the first half. Daily parking fee collections were down and facility rentals were also down, in-part due to the all-weather soccer field closures and heavy rains in late May and early June.

## Weyerhaeuser King County Aquatics Center



### Aquatics Center Business Unit

	2006 thru Q2	2005 thru Q2	Change (\$)	Change (%)
<b>Revenues</b>				
<b>Traditional</b>				
Rev - facilities	\$ 345,309	\$ 317,584	\$ 27,725	9%
Rev - courses	\$ 76,769	\$ 77,446	\$ (677)	-1%
Rev - drop-in	\$ 27,483	\$ 25,438	\$ 2,045	8%
Rev - Conference Ctr	\$ 12,940	\$ 9,682	\$ 3,258	34%
<b>Non-Traditional</b>				
Rev - Subway	\$ 9,627	\$ 10,151	\$ (524)	-5%
Rev - concession sales	\$ 470	\$ 687	\$ (217)	-32%
Rev - MSN WiFi	\$ -	\$ 25,000	\$ (25,000)	-100%
<b>Revenues-Total (rounded)</b>	<b>\$ 473,000</b>	<b>\$ 466,000</b>	<b>\$ 7,000</b>	<b>2%</b>
<b>Expenditures* (rounded)*</b>	<b>\$ 767,000</b>	<b>\$ 747,000</b>	<b>\$ 20,000</b>	<b>3%</b>

\*Expenditures include only direct costs, and do not include maintenance labor loaned in from other work units ("loaned in labor"). In the year-end (4th Quarter) report, annual expenditures will be reported along with annual revenues, and compared against the cost-recovery targets established in Ordinance 14509.

### Second Quarter Highlights include:

- ❖ Overall revenues at the KCAC through second quarter were slightly higher than last year.
- ❖ WKCAC hosted the Special Olympics of Washington Regional and State Championships (April and June) and the US Synchronized Swimming National Age Group Championships (June 23 – July 1).
- ❖ The facility hosted a new event: the Remote Operated Vehicles Northwest Championships (May), a national high school student competition program sponsored by the marine Advanced Technology Education Center.
- ❖ King County Parks joined the Seattle Sports Commission and Pacific Northwest Swimming Association in an effort to prepare a bid for the 2009 national Collegiate Athletic Association (NCAA) Women's Swimming and Diving Championship. This is, one of the country's premiere collegiate swimming

competitions and will have national television coverage. If the bid is successful, it will follow on the heels of the 2008 Men's Swimming and Diving Championship awarded to King County last year.

- ❖ WKCAC participated in the 13<sup>th</sup> annual, state-wide April Pools Day water safety activity swim sponsored by the Seattle King County Health Department, the American Red Cross, and the Washington Drowning Prevention Network.
- ❖ First summer lesson session was delayed due to US Synchronized Swimming Nationals. This resulted in slightly lower course revenue.

## The King County Fairgrounds at Enumclaw\*\*



### King County Fairgrounds Business Unit

	2006 thru Q2	2005 thru Q2	Change (\$)	Change (%)
<b>Revenues</b>				
<b>Traditional</b>				
Rev - facilities	\$ 29,573	\$ 51,523	\$ (21,950)	-43%
Rev - Annual Fair	\$ 58,677	\$ 59,110	\$ (433)	-1%
<b>Non-Traditional</b>				
Rev - campgrounds	\$ 2,428	\$ 1,831	\$ 597	33%
<b>Revenues - Total (rounded)</b>	\$ 91,000	\$ 112,000	\$ (22,000)	-20%
<b>Expenditures (rounded)*</b>	\$ 297,000	\$ 290,000	\$ 7,000	2%

\*Expenditures include only direct costs, and do not include maintenance labor loaned in from other work units ("loaned in labor"). In the year-end (4th Quarter) report, annual expenditures will be reported along with annual revenues, and compared against the cost-recovery targets established in Ordinance 14509.

### Second Quarter Highlights include:

- ❖ Overall, most revenues for the Fairgrounds are received in the third quarter. However, the Fairgrounds rentals in the first six months of 2006 were down. In 2005, the Enumclaw State Square Dance rented the facility for \$13,000 and the event is not scheduled to return for a few years.
- ❖ The Fairgrounds hosted the largest Search and Rescue Conference ever held in the world. It was a week long Washington State Search and Rescue conference in May.
- ❖ Inquiries for facility rentals continue to rise and RV campground rentals continue to increase. Staff continue to refine and implement the marketing plan for the many diverse facilities located at the Fairgrounds.

\*\* Pursuant to Council direction in the 2006 adopted budget the Division has initiated discussion with the City of Enumclaw regarding transfer of the Fairgrounds to the City.

## Recreation Ballfields and Facilities



### Ballfields and Recreation Business Unit

	2006 thru Q2	2005 thru Q2	Change (\$)	Change (%)
<b>Revenues</b>				
<b>Traditional</b>				
Rev - Ballfields	\$ 143,770	\$ 112,833	\$ 30,937	27%
Rev - Facilities	\$ 52,614	\$ 62,436	\$ (9,822)	-16%
<b>Non-Traditional</b>				
Rev - RV Camping	\$ 12,535	\$ 7,648	\$ 4,887	64%
<b>Revenues - Total (rounded)</b>	<b>\$ 209,000</b>	<b>\$ 183,000</b>	<b>\$ 26,000</b>	<b>14%</b>

Note: Expenditure information on fields/recreational facilities is tracked annually, and will be discussed in the 4th Quarter report.

### Second Quarter Highlights Include:

- ❖ To date, overall revenues are up by 14% over the first half of last year. Camping and facility rentals are up significantly at Tolt MacDonald Park in Carnation. The campground is very popular because customers have found that they can reserve sites in advance.
- ❖ Revenues from Athletic field rentals are up in 2006 due to new tournaments.
- ❖ Weather plays a big part in picnic and facility rentals during the second quarter. In the first half of 2006, the weather was rainy and resulted in lower sales. Note, however, that weather so far in the third quarter (July – September) has been great and some of our most popular parks are almost completely booked for the remainder of the summer season.

## Swimming Pools



### Swimming Pools (Other than the Aquatic Center) Includes Evergreen, Renton, Vashon and Cottage Lake Facilities

	2006 thru Q2	2005 thru Q2	Change (\$)	Change (%)
<b>Revenues</b>				
<b>Traditional</b>				
Rev - Pool Fees	\$ 297,867	\$ 262,096	\$ 35,771	14%
<b>Non-Traditional</b>				
Rev - Concessions	\$ 380	\$ 801	\$ (421)	-53%
<b>Revenues - Total (rounded)</b>	\$ 298,000	\$ 263,000	\$ 35,000	13%
<b>Expenditures (rounded)*</b>	\$ 339,000	\$ 352,000	\$ (13,000)	-4%

\*Expenditures include only direct costs, and do not include maintenance labor loaned in from other work units ("loaned in labor"). In the year-end (4th Quarter) report, annual expenditures will be reported along with annual revenues, and compared against the cost-recovery targets established in Ordinance 14509.

### Second Quarter Highlights Include:

- ❖ Overall, revenues in the first half of 2006 are up from last year. The Parks Division outdoor pools enjoyed good attendance and served over 10,000 patrons in June and July (third quarter).
- ❖ The Cottage Lake and Vashon Pools hosted "Summer Splashtacular", a state-wide water safety awareness event that attracted over 100 patrons.
- ❖ The Renton and Evergreen indoor pools were also busy with swimming lessons and public swims. The Renton pool hosted four successful float in movies during early summer and has planned additional movies throughout the summer.

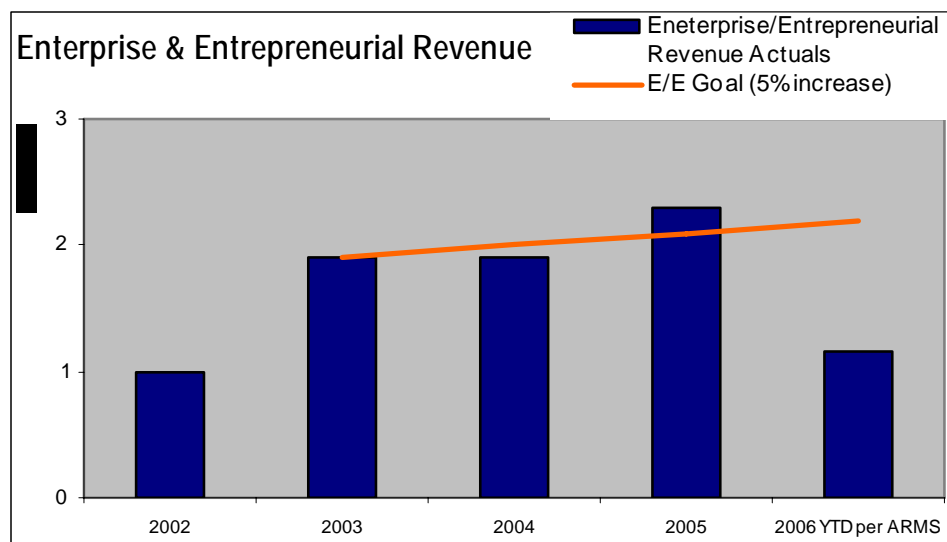
## Implementing Entrepreneurial Strategies New Ways of Raising Revenues

Business revenues include user fees and enterprise/entrepreneurial activities. The Division considers user fees as more traditional activities, such as pool fees, field rentals, and recreational programs.

Enterprise/entrepreneurial revenues include other business revenues – a myriad of other non-traditional activities, ranging from corporate sponsorships, to timber revenues, parking, and facility rentals (including concert series). Previous tables have included some elements of enterprise/entrepreneurial revenue. However, the more non-traditional revenues are described below, since pursuing non-traditional revenues is such an important element of the Parks Divisions Business Plan.

In 2005, the Division met the goal of a 5% increase in annual enterprise/entrepreneurial revenues since 2003 (see graph below) and is on track to achieve this in 2006. As DNRP develops strategies for long-term funding options, including a possible levy, Parks will maximize enterprise and entrepreneurial revenue along with exploring other strategies (efficiencies) to minimize the tax subsidy needed for active recreation facilities. Parks will continue to foster and develop corporate, non-profit and community based partnerships in an effort to increase revenues and leverage capital funds.

Parks will continue to implement its revenue enhancement strategic plan, which positions King County Parks as an advertising partner, program and event facilitator, and entrepreneur.



## Second Quarter Highlights Include:

- ❖ Revenues from sales SUBWAY locations came to \$12,000 in the second quarter, consistent with 2005 levels.
- ❖ Sale of gravel in the second quarter came to \$21,000, compared to \$25,000 in 2005.
- ❖ Parking revenue at Marymoor Park was about \$109,000, compared to \$105,000 in 2005.
- ❖ Cirque du Soleil brought in \$550,600 to Parks (\$150,000 more than what was projected in the Parks budget) making it the Cirque's most successful show on their West Coast tour.
- ❖ The enterprise team, in working with the Executive and Public Health, founded a project to install several reflexology walking paths at locations within our Parks system. We hope this new amenity will provide future opportunity for corporate sponsorship.
- ❖ Major initiatives are under development and are a part of ongoing meetings and relationship building with potential corporate partners. The Division continues to aggressively pursue mutually beneficial and financially lucrative agreements through the Partnership for Parks program. Partnership for Parks initiatives can include: Concessions: Subway, Coffee, Dog Wash, Pepsi, etc; Naming Rights: Group Health Velodrome, MSN Wi-Fi Hotspot; Event Sponsorships: US Bank Concerts at Marymoor, First Tech Movies at Marymoor; Gifts/Grants: Starbucks Trail Wayfinding Kiosks; Marketing/Advertising: Dasani Blue Bikes, Ballfield Signs, Vehicle Ads; Utilities & Lease Agreements: cell towers, easements, Cirque du Soleil, ATMs; Public/Private Real Estate Development: Lodges, Hotels or Spas among many other projects.
- ❖ In June the new Parks website was launched and includes many more images, stories and information about "King County Parks – Your Big Backyard". This launch was coupled with a one-day 'Park-ing' event where Enterprise Staff set up a 'park' in three parking spaces across from the Bank of America Tower. Media, Executive Sims and many Councilmembers came by to see their 'new park'.



### Pursuing Gifts, Bequests, Donations & Grants

- ❖ King County Parks partner, Technology Access Foundation, received approval of a \$1M grant from the Gates Foundation towards the Lakewood Park Community Center CPG project
- ❖ A \$5,000 grant was received this quarter for arts programming from June 2006 – June 2007.
- ❖ A \$100 grant was received from Seattle Neighborhood Group for the WCP Teen Program Night Out Against Crime Event (Aug 1, 2006)
- ❖ A Sponsorship was received for two teams for the Hoop It Up event at Marymoor Park (Aug 12<sup>th</sup> and 13<sup>th</sup>).

## Agreements with Other Organizations - CPG

The Community Partnership and Grants Program (CPG) continues to develop partnerships for new facilities and amenities throughout King County. There are currently over 20 partnership projects either already implemented or in development that represent over \$1.8 million in grant requests. Once completed, these projects will contain over \$20 million in leveraged community investment (cash, in-kind, donations, volunteers, etc.) and will result in nearly \$30 million worth of new facilities and amenities. Per the tenants of the CPG program and the Business Plan, these improvements will result in little or no new tax-funded operations and maintenance costs due to the supplemental maintenance and programming commitments made by the community partners.

Groundbreakings and announcements will occur throughout 2006 and 2007 and some projects will be complete and operational beginning in mid-2007. Below are some of the CPG project highlights:



### **Regional RC Flying Facility**

Site: Hobart Landfill

Partner: Lake Sawyer Hawks

### **New Baseball Fields**

Site: Houghton Landfill

Partner: Kirkland American Little League

### **Astronomy/Telescope**

#### **Star Gazing Site**

Site: Closed Hobart Landfill

Partner: Astronomical Society

### **New Alpine Tower**

Site: Cottage Lake Park

Partner: YMCA

### **New Community Park**

Site: Mirrmont Park

Partner: Mirrmont Community Association

### **New Birdloop and Interpretive Gazebo/Signage**

Site: Marymoor Park

Partner: East Lake Washington Audubon Society

### **New Velodrome Race Building**

Site: Marymoor Park

Partner: MVA

### **New Whitewater Recreation River Access Park**

Site: Tanner Landing

Partner: American Whitewater

### **New Community Center**

Site: Lakewood Park

Partner: Technology Access Foundation

### **New Synthetic Turf Complex and Community Park**

Site: Preston Athletic Fields

Partners: Preston Community Club, Eastside FC (EYSA), and Issaquah Little League

### **New Boathouse**

Site: Marymoor Park

Partner: Sammamish Rowing Association (SRA)

### **New 100+ Acre Mountainbike Riding Area and Skills Park**

Site: Duthie Hill Park

Partner: Backcountry Bicycle Trails Club (BBTC)

### **New Synthetic Turf Regional Rugby Complex**

Site: Unincorporated King County

Partner: NW Parks Foundation

For more detail visit: [www.metrokc.gov/parks/cpg/](http://www.metrokc.gov/parks/cpg/)

## Transferring Parks and Recreation Assets

Transferring local parks to cities and focusing on rural and regional programs is a key element of the Business Plan. Consistent with the Business Plan, the transfer of parks and pools within the urban growth area is being discussed as part of a broader county annexation strategy. However, the Division will also seek to transfer properties in advance of actual annexations whenever possible.

In the second quarter of 2006, the City of Snoqualmie portion of Three Forks Natural Area and the Slough House Park transferred. The Division is actively exploring options with a non-profit entity to transfer the remaining two UGA pools (Renton and Evergreen), however the entity did not receive grant funds it had expected, and appears unlikely to occur in 2006 or 2007.

The Division has made significant progress transferring properties since the development of the business plan. Due to State legislative changes, the Division anticipates swifter annexations and park transfers of the few eligible remaining sites. When the Business Plan was developed in 2002, the Parks and Recreation Division had local pools and local parks that cost over \$7 million to operate inside the urban growth area boundary.

### The parks and facilities that have been transferred include:

Auburn Pool	City of Auburn
Auburndale Two Park	City of Auburn
Beaver Lake Park	City of Sammamish
Bridle Crest Trail (Redmond)	City of Redmond
Coal Creek Park	City of Bellevue
Des Moines Creek Park	City of SeaTac
East Auburn Athletic Fields	City of Auburn
Eastgate Park	City of Bellevue
Enumclaw Golf Course	City of Enumclaw
Enumclaw Pool	City of Enumclaw
Federal Way Pool	City of Federal Way
Fort Dent Park	City of Tukwila
Grandview Park	City of SeaTac
Jenkins Creek Park	City of Covington
Juanita Beach Park	City of Kirkland
Kent Pool	City of Kent
Lake Burien School Site	City of Burien
Lake Heights Park	City of Bellevue
Lake Sawyer Park	City of Black Diamond
Lake Wilderness Park	City of Maple Valley
Lea Hill Park	City of Auburn
Luther Burbank Park	City of Mercer Island

Manor Hill Park	City of Bellevue
Mercer Island Pool	City of Mercer Island & Northwest Center
Mt. Rainier Pool	Cities of Des Moines & Normandy Park, & Highline School District
Northshore Pool	Northwest Center
OO Denny Park	City of Seattle
Redmond Pool	Northwest Center
Salmon Creek Park	City of Burien
Salmon Creek Waterway	City of Burien
Shamrock Park	Si View Metropolitan Park District
Si View Park	Si View Metropolitan Park District
Si View Pool	Si View Metropolitan Park District
Slough House Park	City of Redmond
South Central Pool	City of Tukwila
South Park Farm	City of Seattle
Tahoma Pool	City of Covington
Three Forks Natural Area	City of Snoqualmie

The Division continues to work with cities and parks districts on the transfer of remaining local/UGA facilities, including:

Bridle Crest Trail	City of Bellevue
West Hill Park	City of Bothell
Sportsmen's Park	City of Enumclaw
Juanita Triangle	Finn Hill Park and Recreation District
Juanita Heights	Finn Hill Park and Recreation District
Sammamish Cove	City of Issaquah
Meerwood Park	City of Issaquah
Klahanie	City of Issaquah
Swamp Creek	City of Kenmore
Inglewood Wetlands	City of Kenmore
Tollgate Farm – middle site	City of North Bend
Maplewood Park	City of Renton
May Creek Park	City of Renton
Sunset Playfield	City of SeaTac

In addition to the transfer agreements and efforts identified above, the county has long-term lease agreements for operations of the following facilities:

Gold Greek Lodge	Operated by Boys & Girls Club of King County
West Hill Community Center	Operated by Boys & Girls Club of King County

## Community Outreach and Involvement

Volunteer hours increased during the spring months as the Parks Division continues its positive relationship with volunteer park goers who give their time and energy to maintain and improve parks and natural lands. Over 2,100 volunteers participated in over 110 volunteer events, giving 10,400 hours which included: picking up litter; walking trails to observe changes or conditions to report to park staff and to assist other trail users; building the masonry wall in the Pet Garden at Marymoor; trail restoration work to keep trails useable and safe; building new trails; potting plants and performing other necessary tasks to help keep the Greenhouse productive; planting park entrances and planters; and continuing to enthusiastically battle Scot's Broom, blackberries, ivy and other invasives for weed control and removal in parks and natural areas.

### Second Quarter Highlights Include:

- ❖ Approximately 225 Students from the Renton Transition Program, Tahoma Middle School, Salmon Bay Middle School, University Child Development, Two Rivers School, Seattle Pacific University, and VOICE teens performed over 730 hours potting seedlings, transplanting trees and weeding at the Greenhouse to help meet the strong demand for native plants and shrubs. In addition, on 'Boeing Day of Caring', 80 enthusiastic and hardworking Boeing employees and family members provided 320 hours of service at the Greenhouse.
- ❖ 15 Park Ambassadors gave almost 144 hours of volunteer service observing trail conditions, providing information for park goers, picking up litter and doing minor trail maintenance in areas such as Red Town Meadow, Grand Ridge, Snoqualmie Valley Trail, Soos Creek Park, and Mary Cash natural area.
- ❖ The Mason's Apprentice program held 6 paver placement work parties giving 784 hours to help towards completion of the Pet Garden at Marymoor.
- ❖ 178 volunteers from a variety of organizations, including: Conover Capital Management; Friends of North Shorewood Park; Starbucks Bellevue District; Seattle Pacific University; Sierra Club; White Center Community Development Association; Homeschool Association; Cub Scout Troop #552; Friends of Soos Creek; and East Lake Washington Audubon spent over 600 hours clearing overgrown park trails, pulling Scot's Broom and cutting blackberries, planting entrances and planters, in Cottage Lake Park, Fall City Park, Cougar Mountain, Soos Creek Park, White Center and Marymoor.
- ❖ More than 60 Support Our Dog Area (SODA) and Marymoor Dog Walker's Association volunteers continued to keep the off-leash dog park at Marymoor in excellent condition by giving over 290 hours of work cleaning, clearing invasive weeds and building fences.
- ❖ During the second quarter, King County Parks and Natural Lands benefited from volunteer labor provided through 34 work parties sponsored by: Washington Trail Association; Tahoma Outdoor

Academy; REI; Boy Scout Eagle Projects; Girl Scouts; West Seattle High School; Goldeman-Sachs; Seattle University; Seattle Academy; Boeing; Bellevue International School; Mountains to Sound Greenway Trust; Cascade Land Conservancy; WA Fly Fishermen; City of Woodinville; and Two Rivers School. 850 volunteers spent over 4,900 hours on trail work and restoration projects in areas such as Cougar Mountain, Grandridge, Taylor Mountain, Tolt-MacDonald Park, Three Forks Natural Area, Griffin Creek Natural Area and the Sammamish River Trail.

## Reconnecting People to Their Parks: Outreach and Reconnecting Strategy

On December 1, 2005, Parks launched a pilot web-based feedback tool for several parks, trails, ballfields and pools. This customer feedback tool has also helped Parks to identify areas of concern in the system, such as vandalism, and immediately respond to citizens comments. This consistent feedback loop is one tool being used to connect to our citizens and user groups. Park users appear to appreciate the Division's efforts to promptly reply to their concerns and every effort is made to resolve the issue.

The pilot program ended and the Division expanded this program system-wide in the second quarter. The website and survey was developed and is hosted on [www.parksfeedback.com](http://www.parksfeedback.com). The Division will track user trends and comments, and use this data to help develop long-term funding and system priorities.

The feedback system does not provide a statistical gauge for constituent satisfaction. However, it is a powerful tool that provides us the ability to communicate promptly and directly with citizens who have feedback for our system. This tool also provides a prioritized short, medium and long-term list of maintenance issues and capital improvement needs. Some examples of comments received are listed below.

### Parksfeedback.com

Trend Report for parksfeedback.com		7/1/2006
Total Responses		41
Would you recommend to a friend? (1 - 5)		3.68
Strongly Disagree		20%
Disagree		5%
Neutral		5%
Agree		28%
Strongly Agree		43%
For those who would NOT recommend to a friend, areas of concern:		
Vandalism / Graffiti		7%
Dogs Offleash		11%
Animal Waste		19%
Speeding (ie. bicycles)		4%
Restroom Maintenance		0%
Parking lot condition		7%
Signage		7%
Trail surface (cracks, potholes, etc.)		7%
Pool (temperature, cleanliness, etc.)		0%
Parking Fees		0%
Other		37%

*"Soaring Eagle Park is a treasure to our community. Just taking a walk along the trails is enjoyable. Any other park users I have encountered in the park have always been friendly and in awe of the beauty. Please keep this park just as it is."*

*Why is it that the pooper-scooper law is enforced for dogs (as it should be!) and not for horses? I ALWAYS pick up after my dog, have never left his feces on the trail, but there is ALWAYS horse feces on the trail... It should be enforced (and signs should also indicate such) for horses as well as dogs.*

*60-Acres South park was used as a soccer field parking lot on Jul 8. The approved use as a free-flight airplane/rocketry field (only one for 'approved' use in King County I would add) was not allowed due to cars being parked on the field. If the soccer sponsors had rented or paid for the field, then I could understand....but they didn't since this is to my understanding a passive use field. Since this is the ONLY approved field for free-flight/rocketry use (Marymore isn't....as we were told by park supervisors), please restrict it from being used as a 'parking lot'. Thanks for listening and for helping us continue to enjoy both the sports intended for this lot.*

*Thank you for the excellent park system. We really enjoy Sammamish River trail from Marymoor Park to the Redmond Library.*